

8 STRATEGIC DEVELOPMENT PLAN

This section of the report begins with an overview of the development program for the entire corridor followed by a review of recommendations for each of the four districts and a summary of the corridor-wide recommendations. The development program overview provides a summary of proposed uses as they relate to the findings of the market analyses and retail audit. The recommendations for the four districts focus on land use, preservation, design quality, and development strategies for specific blocks and sites. The corridor-wide recommendations focus on streetscape and public space improvements, traffic and transit improvements, and programs and initiatives to support existing businesses, attract new investment, and ensure neighborhood compatibility.

8.1 Development Program Overview

The development program for the corridor provides ten year planning targets for land uses. The program builds on the results of the market analyses and retail audit and is shaped by the community’s goals for new uses, the preservation of existing buildings, and ideas for new development.

As provided in the market analysis, demand over a ten year period could support approximately 1.24 million square feet

of development, approximately half of which would be used for apartment units in new buildings or in the uppers floors of existing buildings.

Market Demand Projection to 2012

Use	Building Area (sf)
Retail Uses	300,000
Apartments	650,000*
Condominium Units	100,000*
Office	200,000
Total 2012 Demand	1,250,000

**Building area required for apartments and condominium units is based on an average unit size of 1,000 square feet.*

Meeting this demand along H Street over the next 10 years will result in significant new investment in a mix of renovation and new building projects.

The Plan, as presented in the following pages, identifies opportunities for new development on vacant parcels and the preservation and adaptive reuse of existing buildings. In total, the plan identifies opportunities for the addition of between 600-700,000 square feet of building space for a total of approximately 2.2 million square feet of space along the entire corridor. As indicated in the plan, the

proposed new development is general divided between new, larger-scale projects on vacant or underutilized sites at the western end of the corridor and small scale, infill development projects scattered along the entire corridor.

While the total potential building area illustrated in the Plan is substantially higher than what is called for in the market analysis, the Plan must provide for an adequate range of development opportunities to accommodate shifts in market demand and provide flexibility to potential developers and investors. Another reason for the gap between the demand numbers and the potential building area illustrated in the Plan relates to the time horizon for projects. Some projects, including many of the small scale, infill projects, are expected to develop over a 20 rather than 10 year time period.

The Plan also calls for the replacement of several existing buildings with new buildings. These recommendations for redevelopment fall into two general categories:

- replacement of buildings on underutilized sites scattered along the entire corridor and
- replacement of buildings to accommodate larger-scale redevelopment projects

The first type of redevelopment—replacement of buildings on underutilized sites—builds on the assumption that over the next twenty years, most of the existing 1 story buildings (virtually all of which were built in the past 35 years and are not considered historically significant) will be replaced with 3-4 story buildings. The second type, related to larger scale redevelopment projects, will result in the removal of a few existing, non-historic buildings including the mid to late 20th century additions to the Children's Museum, the Murry's building (to be replaced with a larger grocery and related retail uses), and the Auto Zone store. It's important to note the plan proposes that only 14% of the total building area along the corridor be removed to accommodate new development, and that this redevelopment is expected to occur gradually over a ten to twenty year period.

Development Program Summary

<i>District</i>	<i>Existing</i>	<i>Building Area (sf)</i>		<i>Total</i>
		<i>Removed</i>	<i>New</i>	
Western Gateway	690,000	80,000	460,000	1,070,000
Central Retail	300,000	80,000	180,000*	400,000
Western Gateway	300,000	40,000	170,000	420,000
Hechinger/Old Sears	210,000	0	70,000**	290,000
Total	1,500,000	200,000	873,550	2,180,000

**The estimate of new building area for the Central Retail District does not assume redevelopment of the H Street Connection.*
***The estimate of new building area for the Hechingers/Old Sears District assumes the Old Sears site is developed with 45,000 square feet of retail use.*

8.2 Strategic Development Plan by District

The following section of the Plan provides a summary of recommendations for each of the districts along the H Street corridor. For each district, the Plan's general intent is restated, the development program is presented, and specific projects and initiatives are described.